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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450
on March 23, 2004

Date of Deposit

JAMES P. NAUGHTON

Name of applicant, assignee or
Registered Representative

James P. Naughton

Signature
March 23, 2004

Date of Signature

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Technology Center 2100

Case No. 9623/418

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Charles McElfresh, et al.

Serial No: 09/285,929

Filed: April 2, 1999

For: METHOD AND SYSTEM FOR
OPTIMUM PLACEMENT OF
ADVERTISEMENTS ON A
WEBPAGE

Examiner: Stephen S. Hong

Group Art Unit: 2178

REQUEST FOR CONTINUED EXAMINATION (37 CFR § 1.114)

Mail Stop RCE & IDS
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Applicant requests continued examination under 37 CFR § 1.114.

Applicant is:
 a small entity, verified statement is:

attached
 already filed
 other than small entity

The fee set forth in § 1.17(e) must be filed along with this request:

Attached is a check for the § 1.17(e) fee.

Charge the § 1.17(e) fee to Deposit Account No. 23-1925.
A duplicate copy of this request is attached.

A submission must be filed along with this request. The following submission(s) is(are) filed herewith:

Third Information Disclosure Statement

An Amendment to the written description, claims, or drawings

New Arguments and/or New Evidence in Support of Patentability

Other: _____

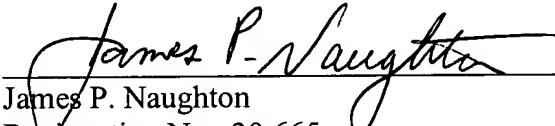
A petition and fee for an extension of the time is enclosed herewith.

A check in the amount of \$_____ to cover the additional claims fee is enclosed.

Charge any additional fee required or credit for any excess fee paid to Deposit Account No. 23-1925. A duplicate copy of this request is attached.

Respectfully submitted,

Dated: March 23, 2004



James P. Naughton
Registration No. 30,665
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Customer No. 00757

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